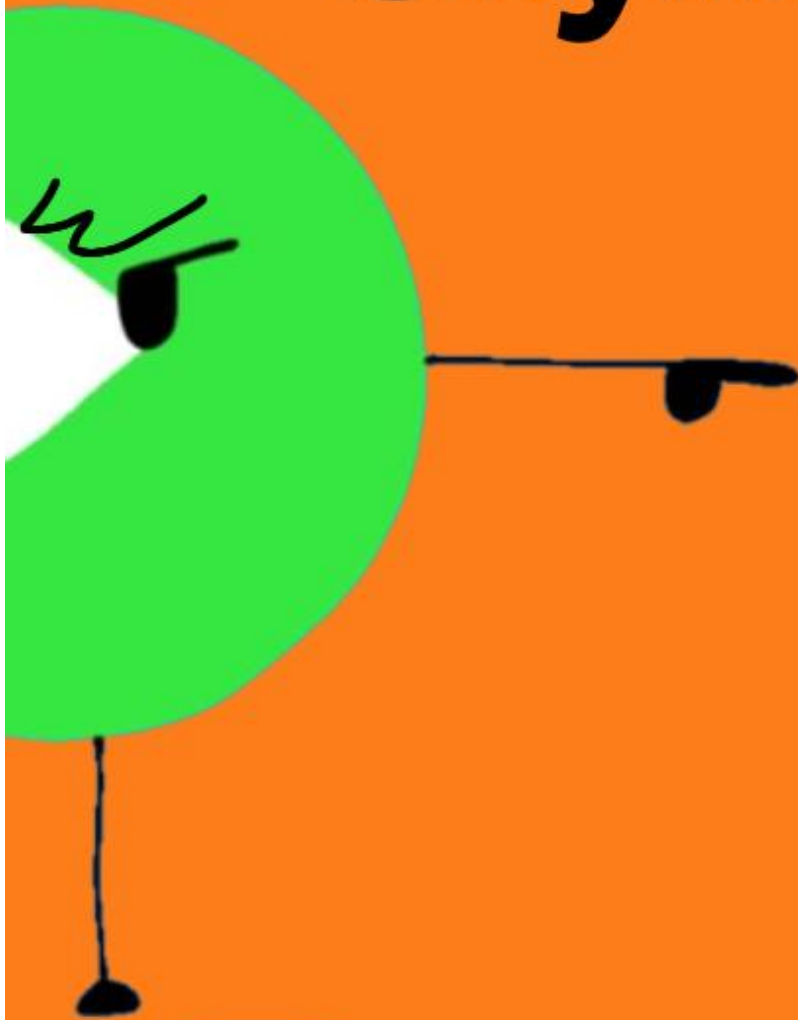


Style Guide

2024

Cover



DYNA[®]

POONS

?? ? ? ?

The Rebranding Idea

After the dyukes branding, Dynamitelodeon would like to rebrand the Dynatoons TV channel in 2025 by bringing back the Pencilyovany era from 2021-2023, with better effects, better graphics and a replacement of Spanky, the long white guy.



Off-Air Daytime Master Do's and Don't's



Do...

Make the logo 3D just like in the original NT UK Pixel Idents



Do...

use the outlined version of the logo to separate it from dark backgrounds or patterns.



Do...

center the logo if desired



Don't...

alter the shape of the logo.



Don't...

give the logo arms and legs



Don't...

change the logo's colors

SHAPES

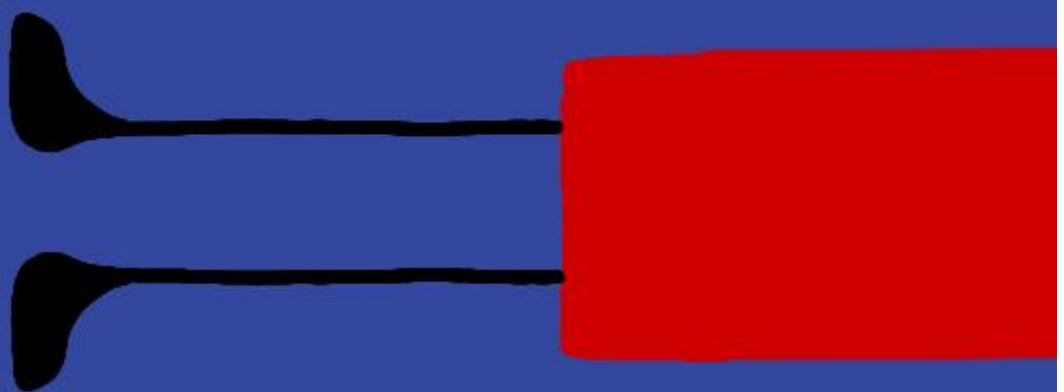


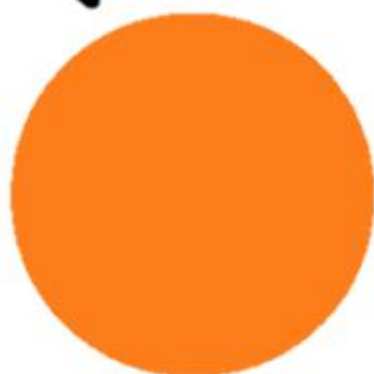
Simplicity is key.

The overall look of the channel is clean, bright and bold therefore shapes should always enhance the imagery and type chosen.

We have selected 5 shapes for use in Dynatoons creative.

- Arrow
- Rectangle
- Triangle
- Square
- Circle



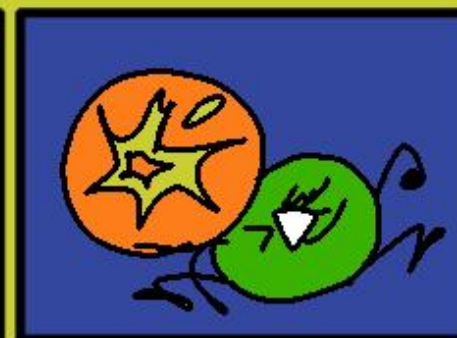
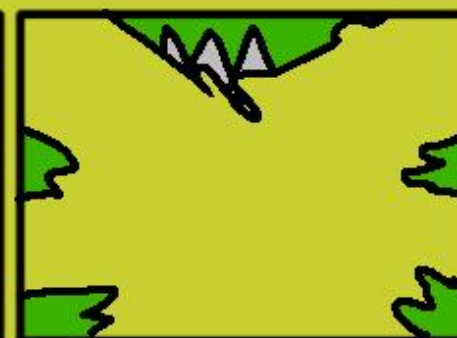
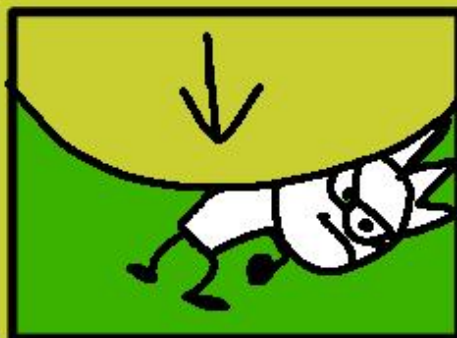
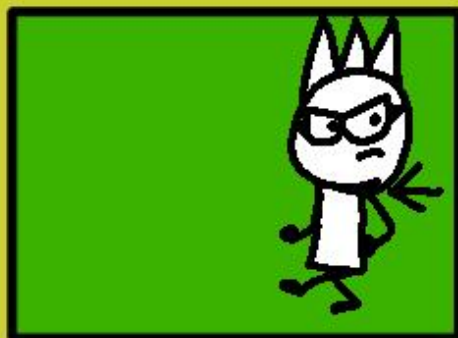




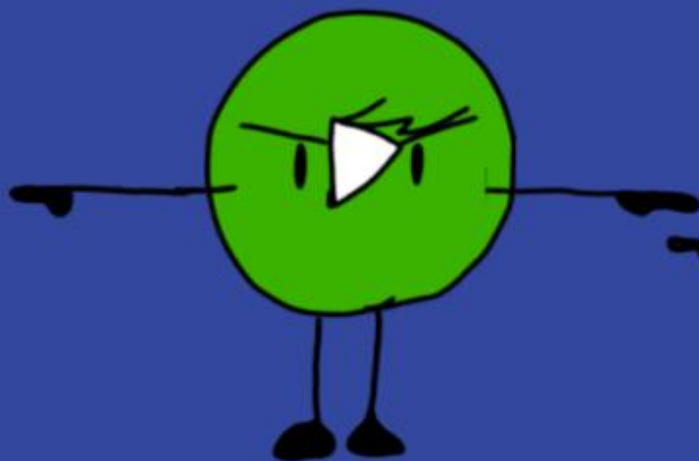
Color Pattern



Endtags



Character Names



Green Button



Mini-Pencilmate



Smol Pencilyovany



Pencilyovany



White Pencilyovany



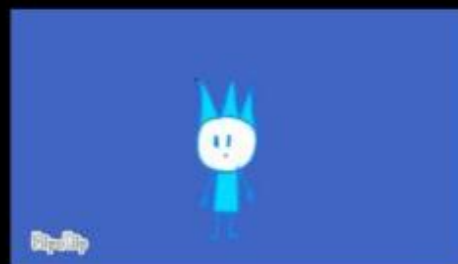
JJAT

(replacement of sparky)

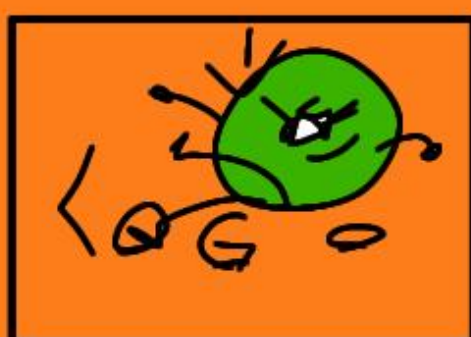
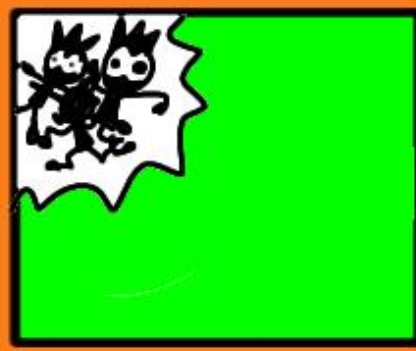
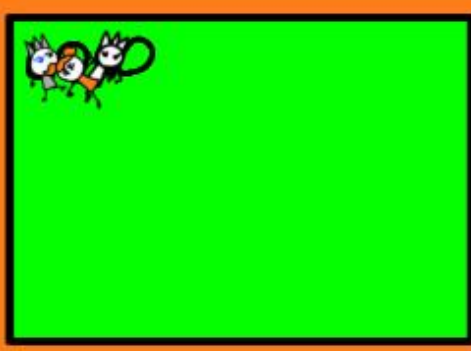
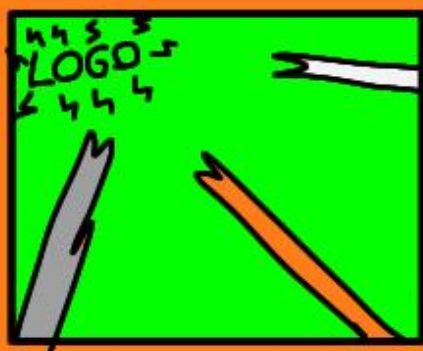
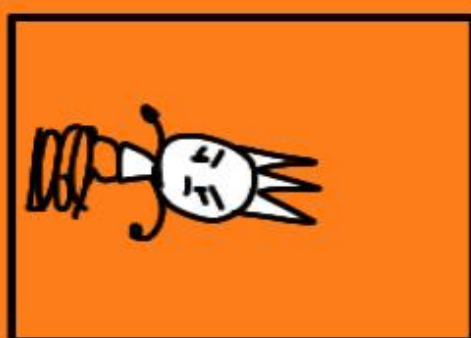


Susie

Idents



Screenbug Animations



Typography

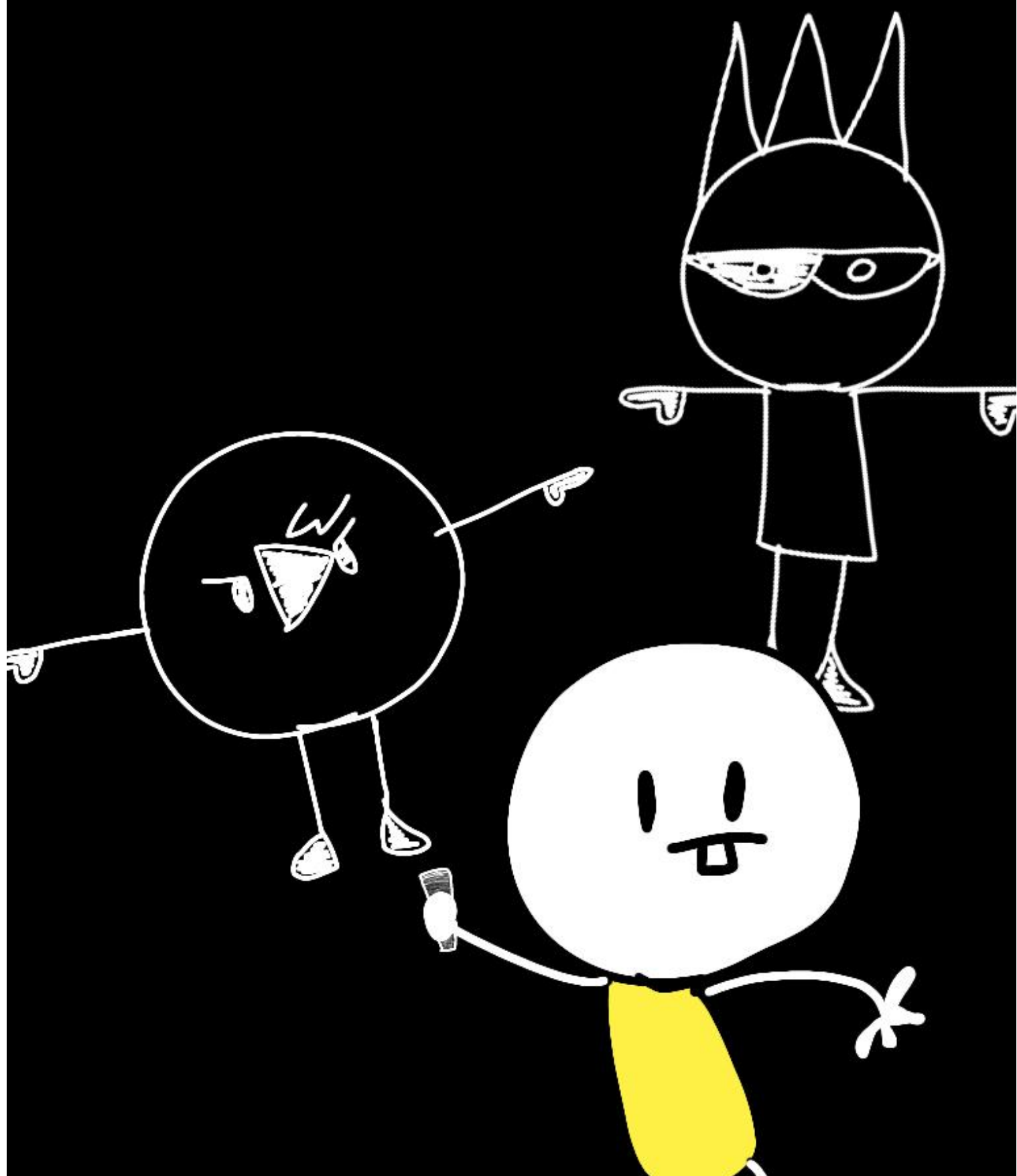
Shag-Lounge

Shag-LoungeExtras

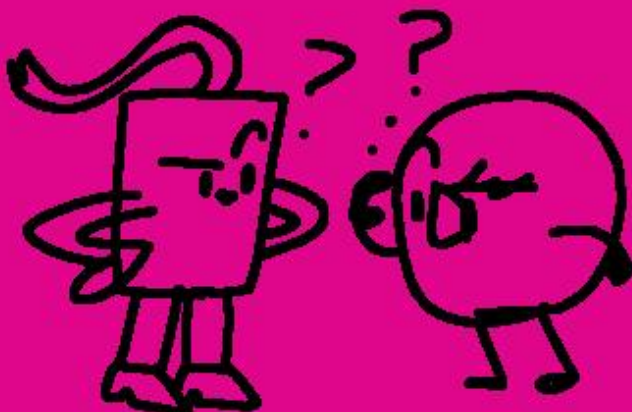
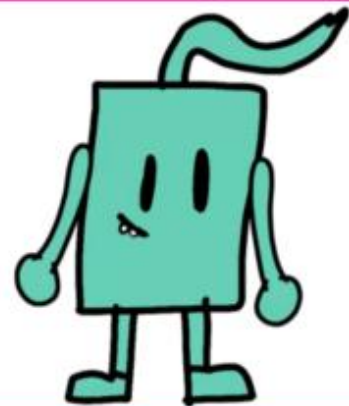
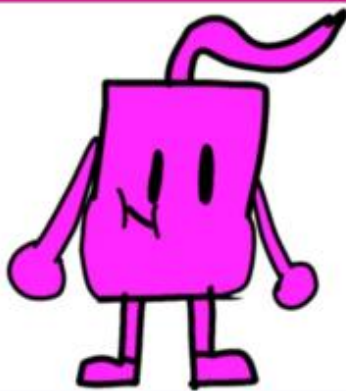
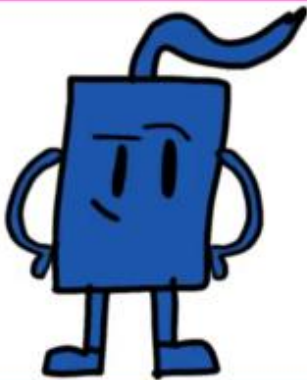
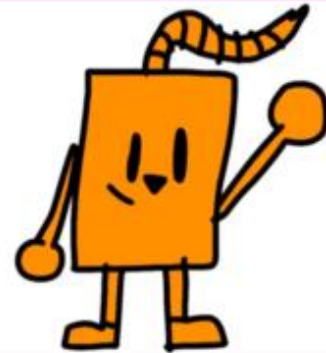
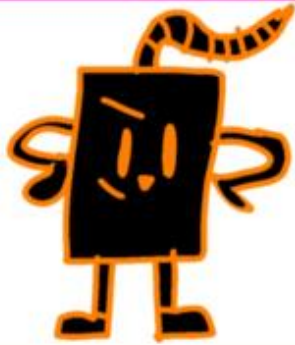


Ai No WE

Stop wasting your time reading all of this



Character Prototypes





You're now the
guardian of the Dynatoons
branding.

The Pencilyovany era
Visual System CD



or my name isn't
Cheesehead Brownpants!
SpongeBob
everyday

dynatoons.co.uk



Visual System Basics

1. typography
2. color pattern
3. shape palette
4. on air basics
5. off air basics

Fonts

Shag-Lounge
Shag-LoungeExtras



Image Library

Hey Arnold
The Angry Beavers
Fairly Odd Parents
Catdog
Rugrats
The Wild Thornberrys
Chalkzone
Growing Up Creepie
Space Goofs
Catscratch
Yu-Gi-Oh!
Yu-Gi-Oh! GX
AHH! Real Monsters
Ren and Stimpy
SpongeBob SquarePants
Hi Hi Puffy Ami Yumi
Rocko's Modern Life
Battle for BFDI
Battle for Dream Island
Invader Zim